CANADIAN MOVING PICTURE DIGEST

Vol. 20, No. 13 TORONTO 2, CANADA July 28th, 1928

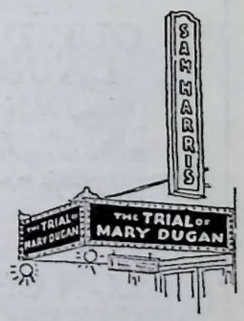
THE MOST IMPORTANT

Sound Announcement

EVER MADE!

Metro-Goldwyn-Mayer has obtained the prize stage property of years and is the first to synchronize with complete dialogue a current Broadway stage success

THE TRIAL OF MARY DUGAN



11 Months on Broadway and still S.R.O. The vehicle they all were after. The vehicle M-G-M got. Think of it, M-G-M brings to your audience a complete Broadway stage hit, hot from its metropolitan triumphs.

"When the Lion roars the world listens."

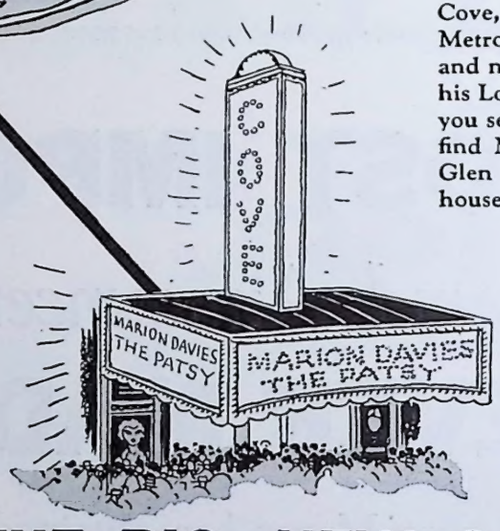
and that's just the first Sound Announcement from

METRO-GOLDWYN-MAYER

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

TAKE GLEN COVE, LONG ISLAND, *for instance—*

When Calderone opened his palatial 2,000 seat Cove Theatre, in Glen Cove, L. I., he naturally bought the Metro - Goldwyn - Mayer product and now plays M-G-M throughout his Long Island circuit. Wherever you see the big new theatres you'll find M-G-M pictures playing. In Glen Cove the smaller and older house plays other pictures.



M-G-M STARTS OFF NEW SEASON WITH HITS! HITS! HITS!

September 1st

WILLIAM HAINES *in* EXCESS BAGGAGE

From the great stage play. It is one of the greatest motion pictures ever made.

September 8th

OUR DANCING DAUGHTERS

with JOAN CRAWFORD.

Daily Review says: "Just about the masterpiece of the younger generation theme. A mop-up any way you look at it."

September 15th

LON CHANEY *in* WHILE THE CITY SLEEPS

Those who have seen it declare it could run on Broadway at $2.00 admission!

September 22nd

THE BELLAMY TRIAL

Monta Bell has created the most ingenious screen mystery of all time from the famed Saturday Evening Post serial and novel.

September 29th

BUSTER KEATON *in* THE CAMERA MAN

His first comedy under M-G-M auspices since the days of "The Navigator." It will be the laugh sensation of '28-'29.

— and that's just the start of the fun for next season!

THE BIG, NEW CALDERONE THEATRE PICKED M-G-M FROM ALL PRODUCTS—

—it's sound business!

EXHIBITORS buy security
WITH M-G-M's great star line-up
EVERY week you realize it
WHEN you put up in your
MARQUEE lights
A star name that draws—
IN the outstanding hits!

Oh baby, M-G-M is knocking 'em dead with its usual season's-end flash—"COSSACKS" (Gilbert), "TELLING THE WORLD" (Haines), "CARDBOARD LOVER" (Davies), "FOUR WALLS" (Gilbert), "MYSTERIOUS LADY" (Garbo). Also: "WHITE SHADOWS *in The South Seas.*" *Opens soon at Astor, N. Y., at $2!*

METRO-GOLDWYN ER

More than ever the Talk of the Industry

THE METRO-GOLDWYN-MAYER LION — THE GREATEST STAR ON THE SCREEN

Canadian Moving Picture DIGEST

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RAY LEWIS
Editor and Managing Director

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British Film Activities

RAY LEWIS

DURING the last six months of 1927 and the first six months of 1928, a greater number of British Films have been given a Trade show presentation, or been produced awaiting Trade showing, than during the entire previous output covering a period of nine years, from 1919 to 1928.

For the first time in the history of British Film production, British Films are being sold on a program arrangement instead of individual picture selling to the U. S.

The British International Pictures studio is probably the largest film producing company in Great Britain. The studios are at Elstree, Hertfordshire, a few miles from London; and are as well equipped as any studio in the U. S.

There are two studios, each 300 feet in length and 100 feet in breadth, interior height of 40 feet, with a combined electric lighting equipment of 21,000 amperes.

On the permanent staff are 120 carpenters and stage hands, 100 electricians, firemen and stokers and about fifty clerks, typists and other assistants, together with the various officers and executives of the company.

Six producers can work simultaneously, sufficient floor space being provided for this demand.

Directors and artists on long contract are Alfred Hitchcock, Captain Norman Walker, E. A. Dupont, Betty Balfour, Monty Banks, Lillian Hall-Davies, Estelle Brody, Lillian Dean and Moore Marriott.

Individual productions are provided with the following directors and players engaged for special productions: Denison Clift, Harry Lachman, Castleton Knight, Victor Saville, director of Burlington Films in affiliation with British International; Anna May Wong, Joseph Striker, Jean Bradin, Ferdinand Von Alten, Annette Benson, Carl Brisson, Ernest Thesiger, Winter Hall.

The directors of British International Pictures, Ltd., are John Maxwell, chairman; Sir Clement Kinloch-Cooke, Bart., K.B., E.M.P.; Jerome Denny Bright; Maurice Arthur Dent, and John Court, Appleby Thorpe, who is general manager at the studio with Joseph Grossman, for many years studio manager for the Stoll Company, as studio manager.

The distributing company is the Wardour Films, Limited, with Mr. Arthur Dent as general manager and in charge of the foreign business.

The press representative is Langford Reed, late of the "Daily Mail" and who edited the Government Propoganda Films sent abroad during the War.

The scenario staff is in charge of Walter Mycroft, late film critic of "Evening Standard," and includes Eliot Stannard, best known of all British picture writers.

The foreign technical staff includes Rene Guissart, famous French camera artist, Leonti Plansky, young Russian trick photographer, whose work is well-known in America, and Philippe Guidobaldi, miniature scene specialist from Nice.

In 1926, a meeting of the British Empire Film Institute took place at the Royal Colonial Institute. The Chairman was the Rt. Hon. Viscount Burnham, and following the opening address the following resolution proposed by the Rt. Hon. Lord Askwith, K.C.B., seconded by Sir Charles Oman, D.C.L., M.P., and supported by Lady Cowan, was read and adopted.

"That in the opinion of this meeting it is vital to the welfare of the peoples of the Trade of the British Empire that immediate and practical steps be taken by H. M. Government in cooperation with the governments of H. M. Dominions and colonies to encourage and support the production and exhibition of British Films within the British Empire. A copy of this resolution

(Continued on Page 6)

MARY PICKFORD in
"My Best Girl" "Sparrows"

NORMA TALMADGE in
"The Dove"

GLORIA SWANSON in
"Sadie Thompson"
"The Love of Sunya"

CORINNE GRIFFITH in
"The Garden of Eden"

CHARLIE CHAPLIN in
"The Circus" "The Gold Rush"

DOUGLAS FAIRBANKS in
"The Gaucho"
"The Black Pirate"

D. W. GRIFFITH'S
"Drums of Love"

JOHN BARRYMORE in
"The Beloved Rogue"

Samuel Goldwyn Presents
RONALD COLMAN and
VILMA BANKY in
"The Magic Flame"
"The Night of Love"
"The Winning of
Barbara Worth"

GILDA GRAY in
"The Devil Dancer"

BUSTER KEATON in
"College" "The General"

DOLORES DEL RIO in
"Ramona" "Resurrection"

HERBERT BRENON'S
"Sorrell & Son"

"TWO
ARABIAN
KNIGHTS"
with William Boyd, Mary Astor
Louis Wolheim

DUNCAN SISTERS in
"Topsy and Eva"

DO THEY SAY TO YOU--"THAT WAS A GREAT SHOW YOU GAVE US TONIGHT, MR. JONES"?

DO your patrons greet you in the lobby with a contented, pleased smile and praise you for the fine show you gave them?

They would all do that if you played such pictures as are listed on this page.

A Pleased Customer, as you well know, is the most powerful Business Builder any theatre owner could have.

United Artists Pictures create Pleased Customers--that is why they are great Business Builders.

Get in touch with a United Artists salesman at once and have him show you what these pictures have done for others.

UNITED ARTISTS PICTURES

Business Builders for Bigger Box Offices

UNITED ARTISTS CORPORATION

Hermant Bldg., 21 Wilton Sq., Toronto, Canada.

12 Mayor St., Montreal, Que. Canada.

162 Union St., St. John, N.B., Canada.

403 Film Exchange Bldg., Winnipeg, Man., Canada.

Traders Bldg., Calgary, Alta., Canada.

Film Exchange Bldg., Vancouver, B.C., Canada.

TORONTO THEATRES

UPTOWN — Manager Nelson Shea —"The Cossacks," Metro-Goldwyn-Mayer — John Gilbert, Renee Adoree, Ernest Torrence, Nils Asther and excellent cast directed by George Hill. As this picture was reviewed at length last week, it suffices to say that it has already clicked at the box office at the Uptown. The critics speak highly of it, and the outstanding feature of the production is the evident sincerity of the whole thing. John Gilbert combines the qualities that made him so popular in "The Big Parade" and in "The Merry Widow;" Renee Adoree is possibly a trifle maturer looking but her acting is rounded out also and she does a primitive highly emotional role in excellent taste. The cast is exceptionally well chosen and the story moves swiftly and dramatically to a big climax and a satisfying conclusion.

LOEW'S — Manager Jules Bernstein — "Three Sinners," Paramount — with Pola Negri, Tullio Carminati, Warner Baxter, Olga Baclanova and good supporting cast. Not a very convincing picture, not a very sympathetic role for this star and one in which she does not look as well as she ought but on the other hand the production will undoubtedly be popular with a certain number of movie fans who enjoy the eternal triangle type of movie or stage play with its familiar ramifications of plot and intrigue. There is a highly continental flavor to the production, the settings are luxurious and the production is well dressed. Miss Negri does the best she can with a role that ought to suit her but something is lacking to make this a really big picture. The advertisements say "she is a beautiful woman, a creature of fire and passion wasting all her loveliness on a man who does not care, until"— then comes the dramatic pause supposed to stimulate the interest of prospective customers. It's true, you do think the picture ought to be a thrilling one when you think of Pola's old time fire and fervor but like the snows of yester year where are? Ask the producers, they may know. However, in the unfolding of "Three Sinners," the villain, Mr. Carminati, seems so subtle and so studiously composed at all times, it is surprising that the Grafin Wallentin preferred him to the Count who was really so much more attractive, especially as there was a vamping Baroness in the offing. Then she chose such an ordinary type of gambler, Count Scherdinski, to travel around with after the train wreck and was so good and magnanimous when she breaks the bank night after night at the gambling salon kept by her psuedo husband, that one finds it rather difficult to absorb the tremendous mother love that finally brings her back to her child and the husband whom she wins back from her erstwhile rival the Baroness. Warner Baxter is such a handsome and rich American, so very noble and understanding, it would seem as though Madame the Countess Wallentin, alias Countess Scherdinski would have preferred being the happy Mrs. Harris to resuming her career with the man who so obviously was bored with her. And in movies, it would be so much simpler if ladies who decide to yield to their lovers, would only think first of that tremendous mother love and that darling little girl for whom they suffer, and suffer and suffer ever afterwards. "Three Sinners" sounds like tense, glowing drama, but can hardly be called anything more than routine movie stuff. It is sufficiently interesting to hold the attention with a vaudeville bill for an hour or so, and the acting on the whole is quite adequate to the requirements of the story. The "Our Gang" contest goes on merrily at Loew's — lobby displays of the full sized kiddies — Farina, Joe and all the rest meet you as you go in from Yonge Street and undoubtedly interest will be at fever pitch when the results and final tests are made. Loew's and the Telegram together are getting great publicity out of the stunt and during the hot weather it certainly keeps both the theatre and the Hal Roach organization before the public.

PANTAGES—Manager Fred Shafer — "The Head Man," First National with Charlie Murray, Lucien Littlefield, Loretta Young, Larry Kent and good supporting cast. The Irish - American comedian, Charlie Murray, hasn't been seen to better advantage in a long while than in "The Head Man," a picture that has a lot of comedy, a fairly interesting if routine plot, and a good cast. Charlie Murray can do straight comedy work when he wants to without resorting to any of the grotesque actions that he employs sometimes and when he does, he goes over one hundred percent. In "The Head Man" he is ably assisted by Lucien Littlefield who is Murray's boon companion and the town drunkard. Murray is T. Abner Watts, one time head man in his party, a senator, a lawyer with a big following and as even his enemies admit "a born leader" and politician of the first water. But for ten years, "likker" has got him and he is slowly but surely degenerating, in spite of everything his sweet and pretty little daughter can do. How he extricates himself from an almost hopeless situation, how he and his companion put to rout the ladies visiting committee calling to urge Watts' daughter to leave town with her disreputable papa, and how daughter's enterprising young newspaper lover finally routs the "Head Man's" enemies, forms an amusing and in spots very funny story. At times the story lags, and it might easily have been done in much shorter form; there is real inspiration for about half an hour. All the acting is good—the direction by Eddie Cline quite clever.

SHEA'S HIPPODROME — J. C. Appel, Manager — "The Sporting Age," with Belle Bennett, Holmes Herbert, Carroll Nye and Joan Borelli is a Columbia production that presents another triangle proposition until it suddenly develops into a quadruple affair and ends happily. Belle Bennett is a middle aged still attractive woman with a flair for romance, married to a man who is a wonderful sport when it comes to breeding and racing thoroughbreds but who sadly neglects his wife in favor of his horses. She, poor thing, is thrown into the arms and embraces of hubby's secretary, but these are rather lukewarm because the young man really admires his employer so much that he feels himself a terrific rotter. After a railway accident in which the husband is blinded, the wife and secretary affair drags on but the interest is chiefly on the lady's side. The solution is brought about by the husband's wisdom in introducing his young niece to his household, by the secretary falling in love with her and their subsequent marriage. Kingston (the husband) has been seeing for a long time but he wants to get the low down on his wife and secretary, recognises his own conjugal shortcomings and by his clever coup marries off his niece and retains his wife for himself. A not too original plot, that drags terribly in spots, gets no sympathy for Belle Bennett as the silly, foolish wife and gives Holmes Herbert a fat part that shows him to be an actor of outstanding merit.

—L. E.

DIGEST EDITORIAL

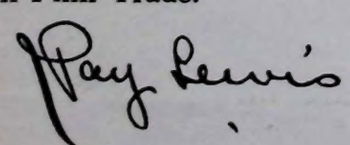
(Continued from Page 3)

to be forwarded to the Prime Minister, the President of the Board of Trade, and the Chairman of the Imperial Economic Committee at the Imperial Conference."

RESOLUTION 3

"That the following gentlemen be invited to serve as members of the advisory committee: The Rt. Hon. Lord Askwith, K.C.B., Major F. V. Blackwell, The Rt. Hon. Sir William Bull, M.P., The Hon. H. P. Colebatch, C.M.G., Comrie Cowan, Esq., The Rt. Hon. Lord Danesfort, Sir Robert Donald, G.B.E., The Hon. Sir George Fairbairn, Sir Phillip Gibbs, Sir Ernest Hatch, Bart., Major General The Hon. Sir Newton Moore, K.C.M.G., M. P., The Hon. Sir James Parr, K.C.M.G., A. Rassam, Esq., and Ernest Salaman, Esq., with power to add to their number."

Lady Cowan visited Canada during the winter, addressing meetings of Women's Organizations, winning their support of British Films; and with the introduction of the British Film Quota, which requires every British exhibitor in Great Britain to include in his programme for the first year 7 1-2 per cent. British film production with a gradual increase to 25 per cent., during a period of about ten years, one can realize that England is intending to use all her forces to establish a world-wide British Film Trade.



GOOD NEWS FOR MUSIC LOVERS

Mme. Jeritza, noted opera singer, will appear in an American talking film for which she will receive approximately $15,000. This will most likely be a short operatic divertissement.

The above opens up a wide field for future movie presentation and may revolutionize present methods of program building.

Exhibitor's Co-Op. Ltd. Formed at Toronto

Merger of Independent Theatre Owners

An interesting development in Toronto theatre business is announced this week. Owners of forty or fifty independent motion picture theatres have formed a co-operative company for mutual legislative and buying protection and for the furthering of their interests generally.

The company is called Exhibitors' Co-Operative, Limited, and their offices are located on the seventh floor of the Hermant Building, Toronto. At present only Toronto is represented in the arrangement but the merger will spread rapidly throughout Ontario, where small owners in many towns will be glad to benefit by the confidence they will have in the increased buying facilities for pictures, supplies and all sorts of equipment.

The personnel of the new company includes J. Earl Lawson, Toronto lawyer, Conservative candidate in West York to succeed Sir Henry Drayton who resigned his constituency when elected to the Ontario Liquor Control Board; Bill Baillie, a well known exhibitor and theatre owner, is President; Nat Taylor, Secretary Treasurer; and Bud Lennon, Buyer.

These men are veteran showmen, have been interested in movies since their inception and they think that in this merger of independent interests, they will improve the service to their customers and secure for themselves the opportunity to buy pictures to better advantage; no exchange will be frozen out and the public will reap the benefit of increased profits and earnings.

The company is affiliated with the Coleman Electric Company for the purchase of supplies of all kinds, machines, parts, theatre chairs and every sort of equipment. All profits of the society are by virtue of their charter to be divided proportionately among the shareholders. The following paragraphs sum up briefly the aims of the company:

Brief Outline of Exhibitor's Co-Operative Limited

1. A Co-Operative Corporation incorporated under the Co-Operative laws of Ontario for the mutual protection and benefit of Exhibitors.

2. Organized on a basis of collective buying of film and supplies, in order to obtain the strength in combined buying power and to obtain fair treatment and maintain fair competition.

3. No power whatsoever will be taken away from the individual exhibitor. The Co-Operative can only buy for him what he specifies and desires and at a price with which he is satisfied.

4. The Co-Operative will be managed entirely by Exhibitors, with the exception that the Buyer, Secretary and Chairman will not be Exhibitors. A Board of Directors of 31, elected by the members and representative of the entire province will manage the affairs of the Co-Operative and in turn delegate powers to the Buying Board and Executive Committee.

5. The profits of the Co-Operative will be divided each year among the members in ratio to their film purchases for the year and in accordance with the Co-Operative laws of the province.

PANTAGES SCORES WITH ELSA STRALIA, SOPRANO

Competition in vaudeville is so keen that movie houses playing a combination of pictures and variety, have the pick of the world's greatest artists at their command.

Staggering sums are paid to singers, orchestra leaders and famous stars to tour certain theatre chains, for long periods and the public is benefitting by the arrangement to the extent that a 50c or 75c admission opens up a hereto untouched field of culture and entertainment.

A case in point is the headline attraction affered by Manager Shafer, Pantages, Toronto, on the same bill with "Tenderloin," Madame Elsa Stralia is an artist of great repute, a world famous soprano, late of the Royal Opera, Covent Garden.

She is not passe either, but comes to Canada with a marvellous voice of wide range and power. A stage presence worthy of the best traditions of grand opera.

Madame Stralia responded graciously and gave several encores. Her numbers were altogether delightful and her audience most appreciative. Congratulations, Mr. Shafer!

James T. Moxley Made Registrar of Deeds

James T. Moxley, a veteran exhibitor of Ottawa, Ontario, has received the appointment of City Registrar of Deeds and has definitely retired from the motion picture field. During his long career, Mr. Moxley has been manager of the Regent, Imperial, Russell and Francais Theatres.

Incidentally, Mr. Moxley was a patient in the Ottawa Civic Hospital when he received word of his appointment. He is now on the road to recovery.

N.Y. Censor Board To Cut Talkies

Increased Power to Eleminate Dialogue

That the question of censorship of talking pictures is becoming dangerous is evidenced by the fact that recently the Boar dof Regents of New York State vested the authority with the State Board of Censors to make eliminations in the dialogue of motion pictures. This is the third state in less than two weeks to broaden the powers of censors and there is no doubt that other states will fall in line unless some pressure is brought to bear.

In the first state, Pennsylvania, the censors made eliminations in a Warner picture and the producers took the case to court where the Common Pleas Court decided against the producers. The Warners have appealed the decision to the Pennsylvania Supreme Court and all companies contemplating producing talking pictures are anxiously awaiting the outcome.

In Ohio the Attorney General was asked an opinion from the Board of Censors and he decided that it is within the powers of the censors to make any cuts in dialogue that they think will impair the morals of the public. This is an opinion, however, and is not to be confused with a court decision.

A MOST WORTHY CAUSE

Fostering a worthy movement for an annual benefit in News York City in behalf of the Jewish Consumptive Relief Home in California, Phil Glodstone is in New York. Recently, at the Warner Theatre in Hollywood, Al Jolson, Will Rogers and various other stars of the pictures, vaudeville and legitimate stage, gave their services at a benefit which brought very satisfactory returns for one of the worthiest charities with which the amusement world has contact.

The directors of the relief home include Joseph M. Schenck, Louis B. Mayer, B. P. Schulberg, M. C. Levee, B. P. Fineman, Carl Laemmle, Jr., Sol Wurtzel, Harry Rapf, Jack White, Jack Warner, E. M. Ascher, and C. King Charney.

Mrs. Marcus Loew endowed the hospital and Mrs. Goldstone, mother of Phil Goldstone, handsomely endowed one of the buildings in connection with this home. Several cities have homes of their own in this relief center and an annual benefit in New York would endow a building for New York. This is especially appealing to New York because twenty per cent of the patients who receive the benefits of the home come from New York.

Manager Tubman In Toronto at Convention

Ray Tubman, popular manager of the Regent and Imperial Theatres, Ottawa, spent the week of July 16 in Toronto for the purpose of attending the annual convention of Famous Players' managers in Eastern Canada. Mr. Tubman has also been busy looking after details in connection with the big Famous Players theatre project in Ottawa.

REGENT THEATRE NEWLY DECORATED

The Regent Theatre, Ottawa, has been in the hands of the painters and decorators and now boasts a new coat of paint, inside and out. While this was being done, big crowds flocked to the Regent to see "Ramona," "The Big City" and other popular attractions.

Fairbanks Bans Talkie Effects in Next Film

Carroll S. Trowbridge, personal representative of Douglas Fairbanks stated recently that "The Man With The Iron Mask" would have no Fairbanks dialogue in it, but will be synchronized.

Fairbanks has decided that he will not let the use of the sound devices impair the internationalism of his screen productions and the silent motion picture is a greater medium of expression than the spoken word.

Announcing the New Model H Motiograph DeLuxe Projector

Entirely New Projector Principle.
Front Shutter entirely eliminated.
Heat on the Film reduced 62½%.
Danger of aperture fires practically gone.
Focus as perfect as the lens will allow.
20% increase in illumination.
Every possible improvement taken care of.
Casting for fitting Movietone apparatus.

You should know about this marvellous new projector. It will be the next you will buy. Full description on receipt of a post card.

THE COLEMAN ELECTRIC Co. - 258 Victoria St. - Toronto, Ont.

Canada's Leading Theatre Supply House

Your

EDUCATIONAL is the world's great
is proved again by the st
EDUCATIONAL stands today
and distributing orga
is truly independe
champion of
of your p
all oth
a

Educational Pictures

8 TWO REEL
Lupino Lane Comedies

No star has made bigger strides in public favor in the past year than Lupino Lane. No other Short Features star offers such splendid promise of exceptional entertainment value and added profits in the next.

26 ONE REEL
Cameo Comedies

They get away with a flying start and pack into one reel enough laughs for any program. Brief, fast action comedies with a long and enviable record.

16 TWO REEL
MERMAID COMEDIES
JACK WHITE Productions

The comedies that Jack White's genius first made famous. Consistent, unfailing laugh producers for the past eight seasons, and still getting faster, snappier, funnier

Produced under the personal supervision of JACK WHITE

6 TWO REEL
Tuxedo Comedies

Tuxedo Comedies possess a sophistication and a smartness that lift them far above the average comedy subject.

JACK WHITE Productions

6 TWO REEL
RUSS FARRELL SKY RIDER
with
REED HOWES

A new series of a thrillers that stand their hair end; with exploita tion tie-ups tha will make them b box-office bets fro the take-off.

NOW
Tunney-
The World
11 Rounds to
Wire Nearest

Educational Pictures
"THE SPICE OF THE PROGRAM"

Champion

tributor of Short Features. This
history of the last year.
he only large producing
in the world that
ill stand as the
in the spice
me before
msider-

8 TWO REEL
IDEAL COMEDIES
with
ERRY DREW

new series of
dies featuring
White's latest
ctacular find . .
ry Drew. They
ideal comedy
tertainment.

KING
y Fight
est Battle
al **Knockout**
r Early Dates

12 ONE REEL
Lyman H. Howe's
Hodge-Podge

Some Sense and Some Nonsense

A laugh or two, a bit of wisdom, a glimpse at the world's oddities . . . a delicious cocktail for your program.

6 TWO REEL
DOROTHY
DEVORE
COMEDIES

A clever comedienne, a beautiful girl, a daredevil at thrill stunts, alone in her field as a star of two-reel comedies . . Dorothy Devore. With a tremendous fan following.

ONE A MONTH
The WORLD TODAY
A Modern Screen Magazine

One picture is worth a thousand words

Whatever is most interesting in this old world of ours . . presented in the most up-to-date modern style.

8 TWO REEL
BIG BOY Juvenile
-COMEDIES-

Comedies in the Spirit of Youth

Millions on millions know "Big Boy," and every one who knows him loves him. . . His irresistible charm is reflected in an irresistible box-office urge.

EDUCATIONAL FILM EXCHANGES, Inc.
E W Hammons
President

Member, Motion Picture Producers and Distributors of America, Inc., Will H. Hays, President

Is "Better Pictures" Cry Sincere?

"Celluloid" in Toronto Daily Star Prints Following Interesting Article

"A very large number of human beings who did like the average film have become movie-phobes. The movie-phobes include the several million American citizens who have been completely disillusioned and have decided that nothing artistic can come from Hollywood."

This is strong language, without much attempt at stating the psychology of evolution. The moving picture has captured the public in 20 years as no other art invention ever did in a century. Producers have lost millions in experiments to improve films. Some statistician with a nose for news will some day compute how many million dollars have been spent on films that never saw the public screen. What was all the rage last year is dead forever this year. Recently we published a list of ten pictures from one producer said by popular vote to be worth reviving. It is doubtful if most of these will ever come again.

In their hectic haste to exploit new sensations, producers have overshot themselves. For years they have been anxious to make pictures that would please "the people." The trouble seems to be to decide just who "the people" essentially are.

Box office arithmetic estimates that 75 per cent. of the film income is from towns of under 10,000. Very good. What suits what is called Hicktown therefore goes. The biggest picture must play to that level. The so-called highbrows may either take the hicktown film or go without.

We may as well admit that there are some pharisees among the highbrows. A great many of the best films are fine enough in art, drama and technique for any highbrow.

Hollywood a University.

Those were the years when experts were first being drafted into film work. Now the body of technicians in Hollywood rivals that of a great university. Science, art, discovery, literature, language, ethnology, drama, music, all combine at this celluloid college. Reforms no longer have to be forced on these people. They are ready with new ideas long before the money can be found to work them.

Most of the extremes of technique have been tried. The Hollywood master film has most of them; and it is a tremendous work of technique, surpassed by nothing in the world. And it still fails to attract a large element in the public who prefer a good clever play to the most astounding movie.

There are probably ten million people in America, including Canada, who care nothing for stunts, close-ups and thrills, but who do like story, character and drama. For these people, always a minority in any town, there is as said before on this page need of a small picture house showing only high-class drama and art films with a very select musical accompaniment.

Evolution of Films

John MacCormac in N. Y. Times, talks about the evolution of film art and notes some interesting points.

"Within the past week two extraordinarily interesting films of chronological value have been shown in London. One is called 'The Evolution of the Film;' the other, 'Just Twenty Years Ago.'

"In the first one it is shown that an Englishman, Friese-Green, first invented the continuous strip of material perforated at the edges to run over a sprocket. The first film ever made was F. G.'s picture of traffic at Hyde Park corner. Edison some years later produced his kinetoscope with a strip of forty feet. Then came celluloid. Lumiere in France also was one of the early inventors. It was the Lumiere film that in 1898, as I well recall, first invaded some of the Ontario towns, for I saw one of them in that year and it was a fearsome thing. They say that Lumiere's 1895 picture of a moving train in Paris was so realistic that people got up and left the theatre for fear of being run over.

"Twenty Years Ago" is concerned mainly with vogues and fashions then as compared with now. Among the rarities of this old film are women tennis players in mincing long skirts."

Keith-Albee Vaudeville Headliners at Shea's

Shea's Hippodrome boasts a great summer vaudeville bill this week. The Courtney Sisters are favorite headliners on the Keith-Albee Circuit and every other act is worthy of the sisters.

The dancing act of Pilcer, Douglas and McKenna is beautfiully dressed, varied and altogether charming. No better dancing has been seen in a long time than that of Miss Pilcer and Mr. McKenna. Their Brazilian Machette was hotter than tamales, jazzier than any Charleston or Drag, and graceful as the best Spanish dance tradition.

Louise Brooks, in New York for the past two weeks, has returned to Hollywood to begin work on Paramount's "The Canary Murder Case," in which she will have the role of the victim of the crime.

Signal Honor Conferred Upon Wilton F. Spencer

WILTON F. SPENCER

After ten years of peace, a party of 100 returned men of Canada picked on the merit of their war service left Quebec on Friday, July 20th, by the Mount Royal landing at Cherbourg, proceeding to Paris, then through all the battle fields and war cemetries, then to Belgium visiting the famous Mole at Ostend, then from Calais to Dover, spending four days in London returning to Quebec, August 25th.

Wilton Spencer, an ex-Montreal newspaper man, is Harry Dahn's right hand man in Montreal. "Spenny" as he is familiarly known, is press representative of the Capitol Theatre, Montreal, and one of the oldest (in point of service) publicity men on the Famous Players circuit.

He is well-known in Toronto and always proves an agreeable, interesting visitor when business or pleasure urges him to come to head office.

Montreal theatre folk gathered at a big farewell banquet at the Mount Royal Hotel where 300 guests tendered Mr. Spencer their congratulations and Bon Voyage messages. The Digest joins them and wishes "Spenny" the time of his life!

Mme. Stralia Appeared Before Royalty

In response to long and persistent applause Elsa Stralia was obliged to give a curtain speech at the end of her Pantages engagement on Friday night, and she has promised Mr. Shafer a return engagement if at all possible next January or thereabouts. Madame Stralia has appeared three times within the past four years by Royal Command and her voice is one of the most remarkable and beautiful ever heard in Toronto.

Jimmy Walker Says "Hands Off" to Movies

Addressing the publicity men of the motion picture world Mayor James J. Walker of New York recently, declared that he had been informed that the industry "had been delivered in the camp of one of the major political parties."

The New York Mayor declared that if the film industry allowed its neutrality to be violated in the 1928 Presidential campaign it must "expect the consequences of such partisanship if it guesses wrong."

The New York executive mentioned no names in his address. Several prominent motion picture men are Republicans. They include Louis B. Mayer, who attended the recent Kansas City convention as a delegate; Joseph Schenck, a producer, who is a member of the Republican State Central Committee, and Will H. Hays, head of the motion picture producers and distributors.

Mayor Walker Tells 'Em.

Mayor Walker informed his hearers that although he had "put on the statute books of New York a law making Sunday movies possible," he never had asked any favor from the industry on that account, despite the fact that it was clear that the welfare of the industry's box office was involved.

"And if you know anything about aviation," he said, "you know that no matter how high you fly you must come down to earth to eat.

"So long as the organized motion picture industry sticks to its function of entertainment it has a right to expect the co-operation of public officials, regardless of their political affiliations, in the development of the industry's legitimate business.

Keep Out of Politics.

"But if it departs from its own field to enter the field of partisan politics it must accept the conditions of partisanship. If it guesses wrong it must expect to be crushed."

The visiting Mayor said he preferred to believe that the individuals who make up the motion picture industry "are not so enslaved that they can be handed over," and that two or three men prominent in the industry were not strong enough to swing the influence of the screen in one direction or the other politically.

Mayor Walker said his remarks had been inspired by a "small group who participated in the Republican National Convention at Kansas City."

"It seems to me," he said, "that they would realize how silly it is for the motion picture industry to dabble in politics. These motion picture producers must remember that Sunday closing laws in many cities are in the hands of opposition politicians and the pursuit of a partisan policy would be ruinous to the industry."

Men in the picture industry do not share Mayor Walker's fears regarding partisanship of the screen, for aside from the fact that no producer would be so foolish as to produce pictures favoring one party, the exhibitors of the country control their own screen.

A group of well known character actors have just been engaged at the Paramount studio for roles in the final interior scene of "The First Kiss," which co-stars Fay Wray and Gary Cooper.

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Champion Comedies and Short Subjects

Educational Production at High Mark.

Production activity at the Educational Studios has gone forward so rapidly that in less than two month's time, Educational has completed nine two-reel and two one-reel comedies, a majority of which have been pre-viewed, and is well along in production of five more laugh pictures. This means that exhibitors will be able to see eight to a dozen pictures, covering virtually every series of the new season's product, within the next few weeks.

Two Big Boy - Juvenile Comedies starring "Big Boy;" 2 Tuxedo Comedies featuring Wallace Lupino; one Lupino Lane Comedy; one Ideal Comedy, featuring Jerry Drew; and three Mermaid Comedies, as well as two Cameo Comedies, have been completed by the various producing units at the Educational plant.

Charles Lamont has started his second Ideal Comedy, with Jerry Drew, star of this series, again playing the leading fun role. Lupino Lane, famous stage and screen star, is well along on his second starring vehicle, which is to have an old English background. George Davis is at work on his first Mermaid Comedy, the fourth on the new program at the Educational Studios. Stephen Roberts is directing. Two crews also are beginning two new Cameo Comedies.

Although "Big Boy's" first starring comedy of the new season, a fire station picture, went over big at the preview, the second picture, in which the four-year-old star appears in a character entirely different from anything he has ever played before, brought even more whoops and cheers from a large audience when pre-viewed on the coast. There is a touch of pathos in the first part, and after that the laughs come thick and fast. Charles Lamont's fine direction is plainly evident in both.

Wallace Lupino established himself as a coming favorite in the two Tuxedos in which he is featured. In the first he appears as a slightly dumb husband who attempts to please his wife by purchasing an automobile. In the other Wally will be seen as a type which he has always played with great success. Preview critics termed this "clever stuff and funny material," the laughs having been planted effectively throughout the two reels by Jules White, who also was responsible for the first Tuxedo production this season.

Jetta Goudal has been signed by David Wark Griffith to play the role of Simone, Parisian Demi-mondaine in the Court of Napoleon III, in "The Love Song."

Suggestions for Showmen

By CLARENCE ROBSON

"We've travelled a long way since our distant ancestor swung by his tail and looked for his breakfast on the back of a leaf, but that need not so much concern us as the longer, more romantic road that lies ahead. I often think that the Twentieth Century turned a big corner in man's age-old path of progress. Have you noticed how in recent years the world seemed to leap ahead, and in consequence every man, and every class of men, have grasped and held new and brighter ideas of dignity and importance. A novel sense of well being pervades the air. Undertakers have become Morticians, Real Estate men are Realtors, Life Insurance men are Chartered Life Underwriters, Barbers are Tonsorial Artists; and the general surroundings of business have kept pace with the new titles. Not backward, indeed, ahead of the crowd, have been the Showmen. Gone is the musty haunt of opera and melodrama, vanished also its cheap successor, the nickel-odeon. In their place stand modern, beautiful, inviting temples of entertainment, consistent both in program and surroundings with the Twentieth Century standard of progress. And in Canada one cannot mention the Theatre without thinking of that great company which leads the theatrical way—that company which we are all serving and helping to build, the Famous Players Canadian Corporation. That pride in serving a great corporation which dignifies the banker or the railroad man may with justice become the pride of Famous Players employees. Here is a company leading in every way its chosen field.

On its Board of Directors are such prominent Canadians as:

The Honorable W. D. Ross, Lieutenant-Governor of the Province of Ontario, and director of the Bank of Nova Scotia.

Sir Herbert Holt, President, Royal Bank of Canada.

N. L. Nathanson, Managing Director, Famous Players Canadian Corporation, Limited. Vice-President, Imperial Trust Company.

J. P. Bickell, President, McIntyre Porcupine Mines, Limited.

W. J. Sheppard, Director, Royal Bank of Canada.

J. B. Tudhope, Director, McIntyre Porcupine Mines, Limited. President, Carriage Factories Limited, of Orillia.

Its one hundred and thirty-five theatres from the Atlantic to the Pacific representing the last word in theatrical achievement, its vast resources of over Twenty-five Million Dollars, its honorable record of clean entertainment reflected in the public confidence best evidenced by over Thirty Million paid admissions to Famous Players theatres in 1927.

Surely, here is a company to be proud of, but do we fully appreciate it? Have our ideas kept pace with 1928? Does every manager carry to his respective community the thought of the great corporation whose representative he is?

Does he take his rightful place in civic affairs, not humbly and shame-facedly, but proudly, by virtue of his importance as a public figure representing a vast and powerful organization, rendering a very useful and necessary service to the community?

To ask these questions implies a negative, and it is unfortunately too true that many showmen have failed to improve their status in keeping with their surroundings. They are still only showmen instead of being also THEATRE MANAGERS. And what a pity it is. Much of the criticism of the motion picture and of the stage springs from ignorance of the Theatre and of its personnel. An ignorance that the managers could do much to dispel. Much of the petty tyrany of local municipal councils, much of the opposition of social welfare societies and workers, springs from the same source . Pull up your socks, throw out your chest. BE A JOINER — BE A MIXER. Get out into the world of men and affairs and lead — quit following. Don't fight criticism — but stifle it before utterance. Turn ignorance into knowledge, dislike or apathy into friendship, and see how many of your troubles have wings.

MAKE people sit up and notice you——Make yourself a big man in the community. You represent big interests — LOOK LIKE IT — FEEL LIKE IT — TALK LIKE IT. DO THIS FOR TWELVE MONTHS, and next year this editorial will be addressed to THEATRE MANAGERS."

—Capitol News, July 14, 1928.

TUNNEY-HEENEY FIGHT PICTURES FRIDAY NIGHT

Showing at Pantages and Hippodrome.

Some of the fastest action on record makes it possible for Toronto fight fans to see the official pictures of the World's Heavy Weight Championship Boxing Contest less than twenty-four hours after the fight actually took place. The print was rushed by fast plane to Buffalo thence to Toronto in time for night showing on Friday, July 27th.

Eva Von Berne Celebrates Eighteenth Birthday

Representatives of 18 foreign nations united in welcoming Eva Von Berne, Metro-Goldwyn-Mayer's newest screen discovery to the motion picture world recently on the occasion of Miss Von Berne's eighteenth birthday.

The welcoming took the form of a reception and dinner at the Metro-Goldwyn-Mayer studios, after which the visitors, who represented the various foreign language newspapers in Hollywood, were the guests of the studio at a private preview showing of William Haines' last starring picture, "Telling the World."

At the dinner, Miss Von Berne was presented with a birthday cake decorated with 18 miniature flags of the foreign nations represented. The cake bore the inscription in German, "Glukliche Geburtsag," meaning happy birthday.

Miss Von Berne, who speaks French, German and a little Italian, and who understands Spanish, was able to act as hostess for the group of some 75 guests without the need of an interpreter. The Viennese girl arrived in Hollywood a short time ago and is now playing the feminine lead opposite John Gilbert in "The Mask of the Devil."

Clara Bow and the Paramount company making the star's new picture, "The Fleet's In," are in San Francisco at present, filming waterfront sequences for the picture. The ferry landing and the city hall are backgrounds for two important stages of the action.

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Jeanne Eagles Gives Hollywood Impressions

Jeanne Eagles, famous star of "Rain," talked to the Moving Picture Digest recently in Winnipeg about Hollywood and her experiences there.

Miss Eagles played the part of "Sadie Thompson" more than 2,000 times on the legitimate stage and created a precedent for the character that Gloria Swanson has since done in the movies.

"I know Hollywood, the chief source and inspiration of the minds behind the Industry, intimately; today they do nothing but that," and Jeanne Eagles made a swift, sweeping gesture, wiping all movies out of her sight in one brief second.

"Making 'Man, Woman and Sin' with John Gilbert in the Hollywood studios gave me the opportunity for an insight into the blind methods of present day producers. Scenes are made without regard to logical sequence. Close-ups demand conjuring emotions toward a second person without that person being present. Why I have even had to make love to a nail," she exclaimed, "while the cameras were grinding for a close-up."

"Busybody producers intervene," she said, "during the production, thrusting their ideas of what the public wants into the scenario." "In 'Man, Woman and Sin,' I played the part of a cultured woman, yet they wanted me to put in some of the fire 'Sadie Thompson' has in that characterization, I knew it didn't belong there and I rebelled They had the camera going while I countered their pleas for more pep These scenes went into the finished film."

The screen has no lure for Miss Eagles, who is contemplating a return to the stage this Fall, where she has more scope for her great ability. If her present misunderstanding with Equity is not cleared up, she will do a play with but one character in it. She has the script, although it hasn't been given a title yet.

PARAMOUNT NEWS SHOWS NOBILE RESCUE

Paramount has the first exclusive pictures of the Nobile rescue. It is positively startling to see the intrepid Italian aviator, long thought lost, lying in bed sick and very much broken in health, but fortunately saved for future happiness and honors.

Howard Mitchell is now directing a new Tiffany Color Classic entitled "Maude Muller," with Priscilla Bonner in the leading role. Others in the cast include William Dilon, Alan Sears and Elinor Vandeveer.

Calgary To Have Talking Pictures

H. M. Thomas Declares That Equipment Will Be Ready

Talking movies will be introduced to Calgary for the opening of the fall theatrical season, H. M. Thomas, western division manager of the Famous Players Canadian Corporation declared when interviewed by The Herald upon his arrival in Calgary. Mr. Thomas said that the equipment would be installed in the Capitol Theatre and that Calgary would be the fourth city in Canada to get it. He said that both "movietone" and "vitaphone" equipment would be used.

Mr. Thomas was unable to describe the methods through which the sound is reproduced and he had not been informed as to the probable cost of the equipment. He said that his company had ordered ten sets and that they would be installed first in Montreal, Toronto, and Winnipeg, before coming to Calgary. The equipment will be permanent.

FORMER MEMBER CENSOR BOARD, DEAD

J. M. O'Brien, Veteran 2nd Contingent, Passes

James Maurice O'Brien, 37 years old, former popular member of the Ontario Board of Censors, passed away at St. Michael's Hospital, Toronto, July 17th, after a brief illness.

Mr. O'Brien was born in Lindsay in 1891, lived afterwards in Petertown and served with distinction overseas, going out with the second Canadian contingent.

Speaking of the late Mr. O'Brien, Col. Cooper said "He was a good fellow, a clever man, an interesting companion and a valuable member of the Censors Board. In him the Motion Picture Industry has lost a real friend; his outlook was so sane, his judgment always reliable."

To his widow, Mrs. O'Brien, and his two children, The Digest offers sincere sympathy.

OLDEST TALKIE

Edmund Breese is authority for the statement that "The Master Mind" was the first synchronized picture, a 6-minute synchronization made by Edison 20 years ago, which Breese wrote and acted in. He is soon to appear in "Conquest" with Monte Blue for Warners.

British Screen Industry Praised by R. C. Jonas

Pola Negri May Remain In England

R. C. Jonas has just arrived back in Hollywood from England; he reports that conditions in the film industry there as well as the theatre business generally, are picking up in a great many ways. The war stopped screen activities to a very great extent but there is more money now, things are gradually shaping towards the desired end; that is, better financial arrangements, with better pictures resulting.

Mr. Jonas predicts a great future for British pictures, at the same time that he does not minimize the greatness of American productions and the marvellous studios and moving picture plants in Hollywood. He is of the opinion that it does not so much matter where pictures are made, so long as they are well done and give the public what it wants. It is just possible that Pola Negri may remain in England; it is reported that she is not satisfied with her recent American pictures and may free lance for the future, making one picture in England and one in America each year.

Special Pictures For Aviation Show, Montreal

Theatre managers of Montreal, Quebec, took advantage of the air-mindedness of the people of Montreal during the holding of the first aviation show in that city recently by presenting appropriate pictures. Manager James Adams of Loew's Theatre presented "Across the Atlantic" as the film attraction while Manager Harry Dahn had a special air film at the Capitol Theatre. This was a topical review of airplane development from the time of the first flights.

NEW POLICY AT CENTRE, OTTAWA

Manager Don Stapleton of the Centre Theatre, Ottawa, Ont., inaugurated a summer policy by presenting programs for three days at regular prices instead of making changes weekly.

The new Avalon Theatre which P. J. Nolan is erecting in Ottawa has been roofed and is now taking definite shape. Spanish Mission style is the type of architecture used and it is slated to open September 1; Ottawa movie fans are waiting anxiously for it.

Round About the Studios

Joseph Striker appearing in British International Pictures Limited.

Saturday night last saw the completion by Paul Leni of "The Last Warning." For the next two weeks he will devote himself to the cutting while Laura La Plante devotes herself to getting ready for the role of Magnolia in "Show Boat."

"School Begins" is the title bestowed upon the latest Hal Roach "Our Gang" comedy, just shipped East to the M-G-M offices. Harry Spear is the featured kiddie in this latest Robert McGowan opus, and as its title implies, it has a scholastic background.

Spencer Bennet, Pathe's ace in serial direction, who has directed ten Pathe serials all of which have been more than ordinarily successful, is directing the Junior Coghlan feature, "Marked Money," for Pathe. In the cast are George Duryea, Virginia Bradford, Tom Kennedy, Bert Woodruff, Maurice Black and Jack Richardson.

Mary Brian has been assigned to the feminine lead opposite Charles Rogers in that young star's next Paramount picture, tentatively called "Just Twenty-One." They played together in the recently completed "Varsity," filmed on the campus of Princeton University.

The National Board of Review has selected four Tiffany-Stahl productions as among the best films of the past month. These include "The Cavalier," a special production; "Green Grass Widows," starring Walter Hagen; "Prowlers of the Sea," with Ricardo Cortez; and "The Toilers," a Reginald Barker super special with Douglas Fairbanks, Jr., and Jobyna Ralston in the leading roles.

Leila Hyams has been given the feminine lead opposite William Haines in "Alias Jimmy Valentine," Metro-Goldwyn-Mayer's version of the stage hit of some seasons past.

Stepin Fechit, the colored actor, who has made a reputation for himself in a number of features, is the latest player cast in "Show Boat." He will play the role of Joe, the low comedian of the "Cotton Blossom" galley.

Leo McCarey, vice-president and supervising director of the Hal Roach Studios, has signed Ruby Blaine as leading lady for Charley Chase in his new Hal Roach M-G-M comedy, which has just gone into production. Ed. Kennedy and Dell Henderson have important roles in this funfilm, which is built around club life. Hal Yates is directing.

Both sound and color will be employed in "Hell's Angels," United Artists' air film now being completed at the Metropolitan Studios in Hollywood. It is believed that this is the first film in which both color and sound are to be used.

Final sequences of "Hell's Angels," in which Ben Lyon, Greta Nissen, James Hall, Thelma Todd and John Darrow appear, are being synchronized with voice and music. Another portion of the picture already has been filmed in technicolor.

It is planned to exhibit "Hell's Angels" in a New York theatre in November.

Dorothy Sebastian has been selected by Reginald Barker of Tiffany-Stahl to play the leading role in his next big special production for that company, "The Rainbow." Also in the cast are Lawrence Gray, Sam Hardy, Harvey Clark, Paul Hurst, Gino Corrado and King Zaney.

Doris Kenyon has been signed to play the wife in Paramount's film version of the Broadway stage hit, "Interference," now in production under the direction of Lothar Mendes. The cast includes Clive Brook, William Powell and Evelyn Brent.

Betty Boyd appears as leading lady opposite Wallace Lupino in "Hard Work," a new Educational-Cameo Comedy release, in which Wally is pictured as the city man attempting to make life liveable in a farm house.

Victor Schertzinger, the Paramount director who has just completed the all-star production of "Forgotten Faces," is also a musician and composer. Two of the biggest sellers in the musical field are his, "Just An Old Love Song," and "Marcheta."

Bonnie Barrett, who played many "leading lady" roles with "Big Boy," Educational's four-year-old star, is back again with the diminutive comedian in a similar role. Lorraine Rivero, who has been the youngster's "leading lady" for the past year, also is in the cast of this forthcoming production.

"A Woman of Affairs," by Michael Arlen, will be Greta Garbo's next starring vehicle for Metro-Goldwyn-Mayer, this company has announced. Clarence Brown, whose last picture was "The Trail of '98," and who is known as one of the Industry's ace directors, will handle the megaphone for the forthcoming film.

In spite of its original ten weeks' lease on the Embassy Theatre terminating next Saturday, "Tempest," the new John Barrymore United Artists Picture, will be held over in this Broadway house. Negotiations were closed Monday by which the photoplay will continue its popular road show run several weeks longer.

Brooks Benedict has been signed by Paramount for a heavy part in "Moran of the Marines," now in production with Richard Dix and Ruth Elder in the leading roles.

H. M. Walker, vice-president of the Hal Roach Studios, and titler de luxe, has dubbed the Charley Chase comedy just completed for M-G-M release, "Is Everybody Happy?" while the new funburst co-starring Stan Laurel and Oliver Hardy is to be known as "Early To Bed."

Rumor has it that Mary Philbin will next be seen opposite Conrad Veidt in "The Play Goes On" by James Creelman which is almost ready to go into production at Universal City under the direction of Dr. Paul Fejos. Carl Laemmle, Jr., is supervising.

Joan Crawford and Johnny Mack Brown in a scene from "Our Dancing Daughters," a Metro-Goldwyn-Mayer picture directed by John P. McCarthy.

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With Phyllis Haver, Victor Varconi and Jos. Schildkraut.

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With Rudolph Schildkraut, Louise Dresser and Robt. Edeson.

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